

ABSTRACT

A system is provided for obtaining consumer related information using a number of data gathering networks. The obtained data is stored in a common database network that is accessible for processing and providing information about consumers in an understandable format in connection with targeting such consumers so that they will purchase certain products or services. These networks include a telecommunications survey network for obtaining information about the consumer and for generating interest in the consumer so that the consumer will provide further marketing information. A written survey network is utilized in obtaining additional information from the consumer through written survey questions. An interactive survey apparatus obtains consumer related information at shopping centers or stores and enables the consumer to benefit before the consumer purchases the product or service. A supplemental survey network allows the consumer to initiate the providing of consumer information to the system for subsequent use in targeting this consumer. In order to influence the purchases of consumers, the system uses consumer benefit receipts, such as coupons, checks, vouchers, rebates and discounts. One or more consumer benefit receipts are typically offered to the consumer as an incentive in obtaining the consumer information.